



# CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Approve Lodi-WoodbridgeWinegrape Commission Informational Signage  
**MEETING DATE:** May 7,2008  
**PREPARED BY:** Public Works Director

**RECOMMENDED ACTION:** Approve the installation of winery signs by the Lodi-Woodbridge Winegrape Commission in Downtown on City property.

**BACKGROUND INFORMATION:** Lodi-WoodbridgeWinegrape Commission Executive Director Mark Chandler and Charlene Lange of the LangeTwins Winery and Vineyards contacted the City requesting permission to install multi-directionalwinery signs. The Winegrape Commission intends to furnish and install the winery signs and posts. The signs are similar to the directional winery guide signs currently located throughout the county. However, these signs provide names of local wineries, along with wine trail handouts. As shown in the attached exhibit, the "Lodi Wine Country" sign is the top-mounted sign, with several local wineries listed below.

The Winegrape Commission has proposed two Downtown sign locations providing the most visibility for pedestrian and vehicular traffic. One sign location is across from the theater at the southwest corner of Elm Street and School Street, and the other location is adjacent to the Transit Station. Both sign post locations are on City property.

The Winegrape Commission has contacted the Downtown Lodi Business Partnership, Chamber of Commerce, and Cellar Door Winery requesting their input on the informational signs. All three organizations concur with the proposed signage. The Community Development Department has determined the proposed signs meet the Downtown Development Standards and Guidelines adopted by City Council in 1997. Upon City Council approval, the City will issue the Winegrape Commission an encroachment permit to install the signs, and they intend to install them the week prior to the Zinfest Wine Festival (May 16-18, 2008). The Winegrape Commission will also maintain and replace signs as needed.

**FISCAL IMPACT:** Not applicable.

**FUNDING AVAILABLE:** Not applicable.

  
 F. Wally Sanderlin  
 Public Works Director

Prepared by Paula J. Fernandez, Senior Traffic Engineer  
 FWS/PJF/pmf  
 Attachment

cc: George Bradley, Streets and Drainage Manager  
 Paula Fernandez, Senior Traffic Engineer  
 Mark Chandler, Lodi-WoodbridgeWinegrape Commission  
 Chariene Lange, LangeTwins Winery and Vineyards  
 Jamie Watts, Downtown Lodi Business Partnership  
 Cellar Door

**APPROVED:**   
 Blak King, City Manager



WINERY NAME

WINERY NAME

WINERY NAME

CITY COUNCIL

JOANNE L. MOUNCE, Mayor  
LARRY D. HANSEN,  
Mayor Pro Tempore  
SUSAN HITCHCOCK  
BOB JOHNSON  
PHIL KATZAKIAN

CITY OF LODI  
PUBLIC WORKS DEPARTMENT

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F. WALLY SANDELIN  
Public Works Director

May 2, 2008

Jamie Watts  
Downtown Lodi Business Partnership  
P.O. Box 1565  
Lodi, CA 95241

Cellar Door  
21 N. School Street  
Lodi, CA 95240

Lodi-Woodbridge Winegrape Commission  
2545 W. Turner Road  
Lodi, CA 95242

Langetwins Winery & Vineyards  
P.O. Box 1858  
Woodbridge, CA 95258

SUBJECT: Approve Lodi-Woodbridge Winegrape Commission Informational Signage

Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, May 7, 2008. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the consent calendar and is usually not discussed unless a Council Member requests discussion. The public is given an opportunity to address items on the consent calendar at the appropriate time.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P.O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Randi Johl, City Clerk, at 333-6702.

If you have any questions about the item itself, please call Paula Fernandez, Senior Traffic Engineer, at 333-6800, extension 2667.



*for:* F. Wally Sandelin  
Public Works Director

FWS/pmf

Enclosure

cc: City Clerk